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# WOODLAWN GARDENS GLADIOLUS

E. C. SWARTLEY

STERLING, ILLINOIS



HAVE A HOBBY—GROW SOME GLADS



# THE GLADIOLUS



N the history of the flora world there have been very few varieties which have become so popular as the gladiolus. You perhaps can recall quite a few years ago, the gladiolus grown by our grandmothers, a small red or yellow bloom. That would be an insignificant thing compared with our modern "glad," with blooms from four

to six inches across, and as many as twelve blooms open at a time.

Its great variety of colors, ease of culture, immunity from disease and long keeping qualities as a cut flower, place the Gladiolus at the head of the list for garden culture, and for the many other purposes flowers are used.

This catalog contains the names and descriptions of more than 125 varieties, and while all of them are not new, they are the worth-while varieties selected from over 200 we have had on trial. We cannot grow all of the varieties, (of which there are over two thousand), but our aim is to grow the best of them

#### WE GUARANTEE SATISFACTION

This means that the bulbs will be of satisfactory size (1½ inches in diameter, or over), finest quality and well packed. They must be true to name and healthy. If, for any reason, bulbs do not please you, tell us before you tell your neighbor. Then you won't have to tell him. No grower is immune from making an occasional error, but any mistakes we may make will be adjusted to your satisfaction.

#### A HOBBY THAT GREW

To our many friends who visited our gardens, and to the hundreds of customers from all parts of the United States, we owe our success in developing a hobby that has grown to considerable proportions, and we expect to plant this season nearly a million bulbs and about 200 varieties.

We wish to thank all of our kind friends who so ably assisted us in increasing our sales, and we want you to know that we fully appreciate your kindness. You are cordially invited to visit us any time, tho from late July until about September 10th you will find nearly all of our varieties in bloom.

# CULTURAL DIRECTIONS

HE following is prepared for the benefit of the novice:

We believe gladiolus will do well in any soil that will produce a good crop of corn or potatoes. A fertile soil will undoubtedly give better results in size of bloom, and also produce a larger bulb. A little extra care in cultivation and fertilization will amply repay you. DO NOT USE fresh manure before planting bulbs. Manure shoull be applied in the Fall. Very scabby bulbs will be the result of fresh manure.

#### DEPTH TO PLANT

We would suggest planting bulbs from four to five inches deep. Don't guess, but measure the depth. A bulb will grow as well planted much shallower, but bulbs planted deep are protected from falling over, which often occurs with tall growing varieties.

#### SUBSTITUTIONS

Many varieties are in great demand and we advise placing orders early to avoid disappointments. We do not substitute unless requested to do so, but we reserve the privilege of giving you two one-inch bulbs instead of one larger size, in case we are unable to furnish the large size.

#### DISCOUNTS

A discount of 5% in bulbs will be allowed on all cash orders of \$5.00 or over, and 10% in bulbs on orders of \$10.00 or more. The extra bulbs given as discounts can be the customer's choice if so desired. Orders for less than \$1.00 not accepted.

	EACH	DOZEN
ALBANIA (Kemp)  Purest glistening white. Extra good commercial variety. Ruffled	\$ .15	\$1.50
ALICE TIPLADY (Kunderd)		1.00
AMERICAN BEAUTY (Diener)	.25	2.50
ANNIE EBERIUS (Diener)		1.50
ADELINE KENT (Diener)	.20	2.00
ALTON (Kunderd)	.15	1.50
ADORATION	.15	1.50
ARABIA (Holland)  Refer to PERSIA for description.  BENGAL TIGER (Pratt)	.20	2.00
In color and stripes, it resembles its name. You will be more than pleased with this one.		
BYRON SMITH (Kunderd)	.10	1.00
BUCKEYE (Kunderd)	.15	1.50
BLUE JAY (Graff)	.20	2.00
BREAK O' DAY (Bill)	2.50	



CHATEAU THIERRY
DESCRIPTION ON PAGE FIVE

CARMEN SYLVIA (Prestgard)	EACH 3 .15	\$1.50
CRIMSON GLOW (Betscher)	.10 in	1.00
CRINKLES (Diener)	.35	3.50
CHATEAU THIERRY (Vos)Bright cerise, a red blotch bordered with yellow on lower petals. Resembles Hollywood very much.	.15	1.50
DR. ELKINS (Kunderd)	.25	2.50
DR. W. VAN FLEET (Diener)	.15	1.50
DESDEMONE (Vilmoin)  Perhaps this variety is the most unusual color of any variety we are growing. Ashy-rose, striped lilac, large dark red blotch edged ivory white. Immense spike of large double row of flowers. With this variety in your garden you will be the envy of all your friends.	.50	5.00
DORRITT (Kunderd)	.25	2.50
DUCHESS OF YORK (Holland)Large flowers of a purple blue color. Seedling of Baron Jos. Hulot. Vigorous grower and good multiplier.	.25	2.50
E. J. SHAYLOR (Kunderd)Large ruffled blossoms of a beautiful pure, deep, rosepink, on tall spikes.	.10	1.00
ELIZABETH GERBERDING (Diener)	.15	1.50



ELIZABETH TABOR (Hinkle)	EACH 3 .15	\$1.50
EMILY ASHE (Kunderd)	.25	2.50
ETENDARD (Lemoine)	.15	1.50
ELIZABETH SWARTLEY (Swartley)	5.00	
EUGENE LEFEBRE (Lemoine)	.25	2.50
EVELYN KIRTLAND (Austin)	.10	1.00
ELF (Diener)	.15	1.50
EXQUISITE (Kunderd)	.25	2.50
ELKHART	.25	2.50
EUROPEA (Pfitzer)	.10	1.00

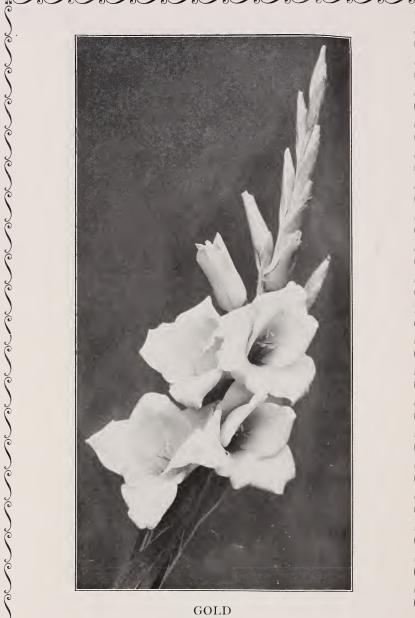
	EACH	DOZEN
FIRE RIBBON (Kunderd)	3 .20	\$2.00
FERN KYLE (Kunderd)	.50	5.00
FLORA (Velthny's)  A fine canary yellow, second only to Golden Measure.  Best yellow for the price. Flower four inches in diameter. Strong, healthy grower.	.10	1.00
GIANT NYMPH (Coleman)	.25	2.50
GLENDALE (Davis Shelby)	.15	1.50
GOLD (Decorah Glad Gardens)	.20	2.00
GOLDEN MEASURE (Kelway)	.15	1.50
GIANT MYRTLE	.25	2.50
GLADYS PLATHE (Diener)	.20	2.00
GOLDEN KING (Blads)	.15	1.50
GOSHEN (Kunderd)	.20	2.00
GLORY OF KENNEMERLAND (Holland)	.10	1.00

HALLEY (Velthnys)	елсн В .06	\$ .60
HELGA (Kunderd)	.15	1.50
HERADA (Austin)	.10	1.00
HOOSIER (Kunderd)	.20	2.00
HENRY C. GOEHL (Fischer) Large, open, creamy white flowers, with a beautiful red blotch. A new and wonderful variety.	.25	2.50
HOLLYWOOD (Shelley)	.35	3.50
HELEN FRANKLIN (Kunderd)	.10	1.00
Tall, strong plant. Bright salmon color. Very large flowers and many open at a time. Very choice. One of Kunderd's prize winers.	.25	2.50
INDIAN SUMMER (Kunderd)	.50	5.00
INDIAN MAID (Kunderd)	.10	1.00
JEWELL (Zee)	.15	1.50



EUGENE LEFEBRE
DESCRIPTION ON PAGE SEVEN

JENNY LIND (Decorah Glad Gardens)	.25	\$2.50
JEAN DETAILLES (Lemoine)	.20	2.00
J. T. PIRIE (Kunderd)	.25	2.50
JOY	.15	1.50
LE MARECHAL FOCH (VanDeursen)	.07	.75
All that its name implies. A light creamy yellow, with a tinge of apricot. Flowers large, and a general favorite.	.10	1.00
A most beautiful lavender. Large flower, four and five inches across. Bright lavender, lighter toward center, blotch of velvety maroon down center. A prize winner.	.15	1.50
LILLIAN WEBB (Diener)	.15	1.50
LONGFELLOW (Decorah Glad Gardens)LaFrance pink. A wonderfully pleasing color. Many large, wide open flowers. Tall, slender, wiry stem. Excellent for cutting. Has made a great hit the last two seasons.	.50	5.00
LUCETTE (Bill's)  Pure white except back of petals carry a trace of phlox pink, which imparts an alluring orchid sheen to the flowers. Lower petals also have a dainty subdued feather of soft phlox pink.	.10	1.00



DESCRIPTION ON PAGE EIGHT

LOS ANGELES (Houdyshel)	.35	\$3.50
MARIETTA (Metzner)	.35	3.50
MARIE KUNDERD (Kunderd)	.20	2.00
MASTERPIECE (Kunderd)	.25	2.50
MARY FENNELL (Kunderd)	.10	1.00
MARSHAL FOCH (Kunderd)	.15	1.50
MRS. DR. NORTON (Kunderd)	.10	1.00
MRS. FRANK PENDLETON (Kunderd)Large flowers of delicate pink with large blotch of deep red in throat. An old variety, but hard to beat.	.07	.75
MRS. FRANCIS KING (Coblentz)	.05	.50
MRS. H. E. BOTHIN (Diener)	.15	1.50

	EACH	DOZEN
MRS. LEON DOUGLAS (Diener)	₹ .50	\$5.00
MURIEL (Pfitzer)	.15	1.50
MING TOY (Kunderd)	.15	1.50
MISS MAUD FAY (Diener)	.25	2.50
MARY PICKFORD (Kunderd)	.15	1.50
MRS. ARTHUR MEEKER (Kunderd) Exceptionally fine, rich deep American beauty color. A very beautiful and unusual variety.	.25	2.50
MRS. WATT (Crawford)	.10	1.00
MRS. JOHN R. WALSH (Diener)	.25	2.50
MRS, F. C. PETERS (Fischer)	.25	2.50
NANCY HANKS (Salbach)	.50	5.00

ORANGE GLORY (Kunderd)	.15	\$1.50
POLLYANNA (Decorah Glad Gardens)	.25	2.50
PRINCE OF WALES (Holland)	.07	.75
PERSIA (National Bulb Farms)	.25	2.50
PINK CLOUD (Kunderd)	.75	7.50
PELLA (Kunderd)	.15	1.50
PINK WONDER (Coleman)	.10	1.00
PRIDE OF HILLEGOM (Holland)	.10	1.00
PRIDE OF LANCASTER (Kunderd)	.15	1.50
PURPLE GLORY (Kunderd)	.25	2.50
PYTHIA  A very large, bright red, and one of the finest of its color.	.15	1.50
PEARL OF CALIFORNIA (Kingsley)	0.00	
PINK PERFECTION (Hopman)	.15	1.50



JEAN DETALLIES
DESCRIPTION ON PAGE ELEVEN

A pure geranium pink with a sprinkling of light ruby in the creamy yellow center. Large flowers and many open at a time. Large, graceful spike and a sensation in the pink class.	•	\$3.50
ROMANCE (Kunderd)  Large orange, salmon-rose, red and yellow throat Wine blue bordered petals. An unusual and odd colored beauty.		2.50
ROSE ASH (Diener)	ç š	1.50
1910 ROSE (Kunderd)	3	1.00
SANFORD, or Queen of the Night (Metzner)	.75	7.50
SALMON BEAUTY (Kunderd)  One of the few primulinus varieties we consider worth growing. Deep salmon with salmon yellow throat. Nice size flowers on a tall, straight spike.	ı	1.00
SCARLANO (Kunderd)Light, bright orange-red. Finely ruffled. A large number of these in bloom looks like a bon-fire.	.15	1.50
SCARLET PINCEPS (Kunderd)Large scarlet, self color. Beautiful, and a variety you should grow.	.15	1.50
SCARLET WONDER (Groff)	;	2.50
SWEET LAVENDER (Coleman)	.20	2.00
SUNSET (Diener)		1.00
SYDONIA (Holland)  A most unique and distinctive flower. Violet, slightly lighter in threat	.10	1.00



SWEET LAVENDER
DESCRIPTION ON PAGE SEVENTEEN

SANS PARIEL (Vilmorin)	EACH 3 .75	\$7.50
SULPHUR GLOW (Kunderd)	.10	1.00
SIR ROGER CASEMENT (Diener)	.15	1.50
TYRIAN BEAUTY (Kunderd)	.25	2,50
TYCO ZANG (Austin) 1-inch bulbs	1.50	15.00
VEILED BRILLIANCE (Austin)	7.50	
WILBRINK (Holland)	.10	1.00
WHITE GIANT (VanMeerbeek)	.15	1.50
WHITE GLORY (Kunderd)	.15	1.50
W. H. PHIPPS (Diener)	1.00	10.00

# KINDLY NOTE



N account of receiving numerous inquiries from many of our friends, as to whether we could supply them with tulip, hyacinth or hardy lily bulbs, we have finally made arrangements with a large wholesale bulb

company to enable us to furnish you tulips of the standard varieties in quantities of 25 or more, hyacinths, 12 or more and hardy lilies six or more. These quantities must be of one variety, however,

We do not issue a list of varieties of the bulbs mentioned above, or make prices, but you may make your selection from any flower catalog, write us the quantity you wish, and we will quote you the wholesale prices delivered.

Orders should be received not later than October 10th, as these bulbs should be planted not later than November 1st, and can be planted as early as September 20th.

#### DELPHINIUM

We expect to plant several thousand of the famous Wrexham and Hollyhock strains of Delphinium, the finest strains ever produced. The original stock was imported from England, and is considered the best in the world. This is a hardy perennial and one of the most popular of the hardy flowers.

1223 1927.

# Woodlawn Gardens

E. C. SWARTLEY, Proprietor
STERLING, ILLINOIS

GROWERS OF NEW AND STANDARD

# GLADIOL

### WHOLESALE PRICE LIST

Price per 1000 unless otherwise noted. 250 at 1000 rate. Write for price on Bulblets.

No. 1	No. 2	No. 3	No. 4	No. 5
\$25.00	\$20.00	\$16.00	\$12.00	\$9.00
35.00	30.00			
30.00	25.00	20.00	15.00	10.00
25.00	20.00	16.00		
8.00	6.50	5.00	4.00	3.00
8.00	6.50	5.00	4.00	
4.00	3.00	2.50	2.00	
5.00	4.00	3.25		
5.00	4.00			
25.00	20.00			
30.00	25.00	20.00	15.00	10.00
30.00	25.00	20.00	15.00	10.00
30.00	25.00	20.00	15.00	10.00
4.00	3.25			
		5.00	4.00	3.20
	\$25.00 35.00 30.00 25.00 8.00 4.00 5.00 5.00 25.00 30.00 30.00	\$25.00 \$20.00 35.00 30.00 30.00 25.00 25.00 20.00 8.00 6.50 8.00 6.50 4.00 3.00 5.00 4.00 25.00 20.00 30.00 25.00 30.00 25.00 30.00 25.00	\$25.00 \$20.00 \$16.00 35.00 30.00 30.00 25.00 20.00 25.00 20.00 16.00 8.00 6.50 5.00 8.00 6.50 5.00 4.00 3.00 2.50 5.00 4.00 3.25 5.00 4.00 25.00 20.00 30.00 25.00 20.00 30.00 25.00 20.00 30.00 25.00 20.00 4.00 3.25	\$25.00 \$20.00 \$16.00 \$12.00 35.00 30.00

Please send priceles

Woodlawn Gardens

# GLADION

A STATE OF BUILDING

# SPECIAL COLLECTIONS

COLLECTION No. 1—\$1.00         2 Evelyn Kirtland	COLLECTION No. 4—\$2.00         2 Tyrian Beauty       \$ .40         2 Marshal Foch       .30         2 Marie Kunderd       .30         2 Glendale       .30         1 Mrs. Leon Douglas       .50         3 Gold       .60
\$1.29	\$2.40
COLLECTION No. 2\$1.00	COLLECTION No. 5—\$3.00
2 Sweet Lavender \$ .30	3 Eugene LeFebre\$ .75
2 Gold	2 Jean DuTailles
2 Mrs. Dr. Norton	3 Tyrian Beauty
2 Pink Wonder	2 Purple Glory
1 Hoosier	2 Persia
	2 Romance
\$1.30	
COLLECTION No. 3—\$2.00	\$3.45
2 Hoosier	COLLECTION No. 6—\$5.00
3 White Giant	1 Tyco Zang\$1.50
2 Romance	1 Break O'Day 2.00
2 Persia	1 Stanford
2 Alice Tiplady	1 Sans Pariel
2 Glendale	2 Los Angeles
\$2.35	\$5.70
Fine varieties of mixed bulbs, per	100\$3.00

## THE GIFT BOX

#### SPECIAL PRICE OF \$1.00

We are making up a special gift box which contains the greatest value we have ever offered in a collection of "glad" varieties. This box contains 15 distinct varieties of our most popular blooms (not named), and to the novice in growing gladiolus this collection will be a revelation.

As an Easter remembrance, or as a gift to mother on Mother's Day, there is no other gift which could possibly give greater pleasure, and would also be a kind reminder of the donor when the "glads" are in bloom.

This collection will be packed in a very attractive box, and the wrapper will display the blooms in colors identical with the colors on our catalog.

A number of church societies and woman's clubs have taken advantage of our offer to dispose of gladiolus, and have realized some very nice profits from the sale of our bulbs. If you will write us for particulars we will be very glad to give you full details.

